



LABELLING REQUIREMENTS FOR WATCHES

The *Commerce (Trade Descriptions) Act 1905* and *Commerce (Imports) Regulations 1940* set out the labelling requirements for certain goods imported into Australia. Customs administers this legislation.

Watches are incorporated in Regulation 7(1)(r) of the *Commerce (Imports) Regulations*, and require a trade description with the name of the country in which the goods were made or produced.

Additionally, Regulation 8 specifies that the trade description must be:

- applied to the watch itselfⁱ
- in the English language
- in prominent and legible characters
- in the form of a principal label or brand affixed in a prominent position and in as permanent a manner as possible.

Further, any matter on the label, brand or package, must not, by illustration, wording or size of lettering, contradict or obscure the required markings. It should also be noted that any markings on the watch should not be false or misleading.

Customs is aware that watches are often assembled in one country with parts sourced from a number of other countries.

As such, Customs has developed the following table to assist in informing importers of watches of their obligations under the *Commerce (Trade Descriptions) Act* and *Commerce (Imports) Regulations*.

Please note that these markings are acceptable for Customs purposes only and they may not necessarily meet other legislative requirements.

TRADE DESCRIPTION	SITUATIONS WHERE IT CAN BE USED
Made in [Country]; or [Country]	Provided that the entire item (including the movement) was manufactured in that country
Cased in [Country]	Where the watch is cased in that Country with components from a number of different countries
Assembled in [Country]	Where the watch is assembled in that Country with components from a number of different countries
[Country 1 movement], assembled in [Country 2] ⁱⁱ	Where the movement was manufactured in a different Country to where the watch was assembled
[Country] movement	Would be acceptable if the movement was manufactured in that Country and the watch also assembled in that Country

What if my goods have a false description?

The *Commerce (Trade Descriptions) Act* provides that goods imported in contravention of the Regulations may be seized by Customs. While Customs may permit the re-labelling of contravening goods where it is considered that the contravention was neither intentional or reckless, we recommend that you ensure your goods comply with the legislation prior to their importation.

Goods can only be released once the trade description is correct and all Customs formalities have been completed. In all cases you will be asked to provide evidence that you have instructed your suppliers to correctly label goods in future.

For more information

Click on the following links for information on related topics:

[Labelling Requirements for Exported Goods](#)
[False Trade Descriptions](#)

If you would like further information about importing goods into Australia, go to the Customs website at www.customs.gov.au

Alternatively you can email your inquiry to information@customs.gov.au or phone the Customs Information and Support Centre on 1300 363 263.

ⁱ Customs does not consider watches to be pre-packed goods.
ⁱⁱ It is not sufficient to label only with the country where the movement was made unless the country of assembly is the same as the country where the movement was made.